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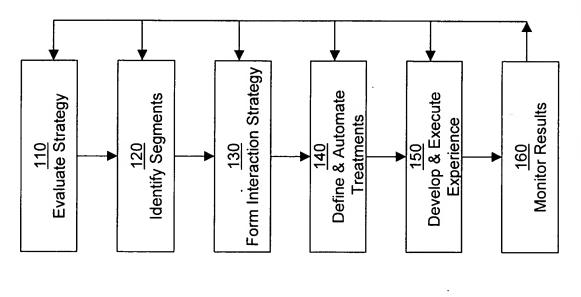
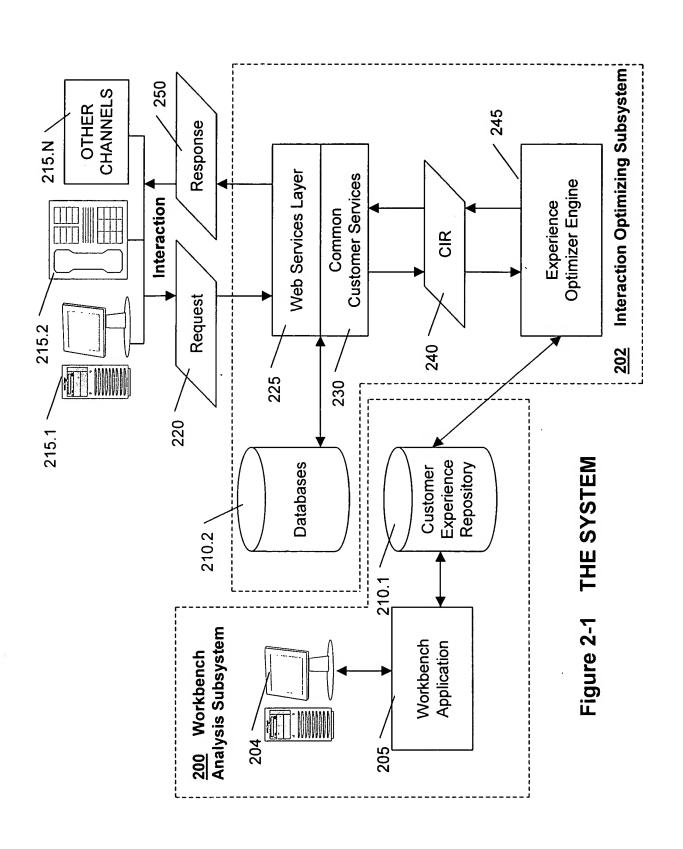
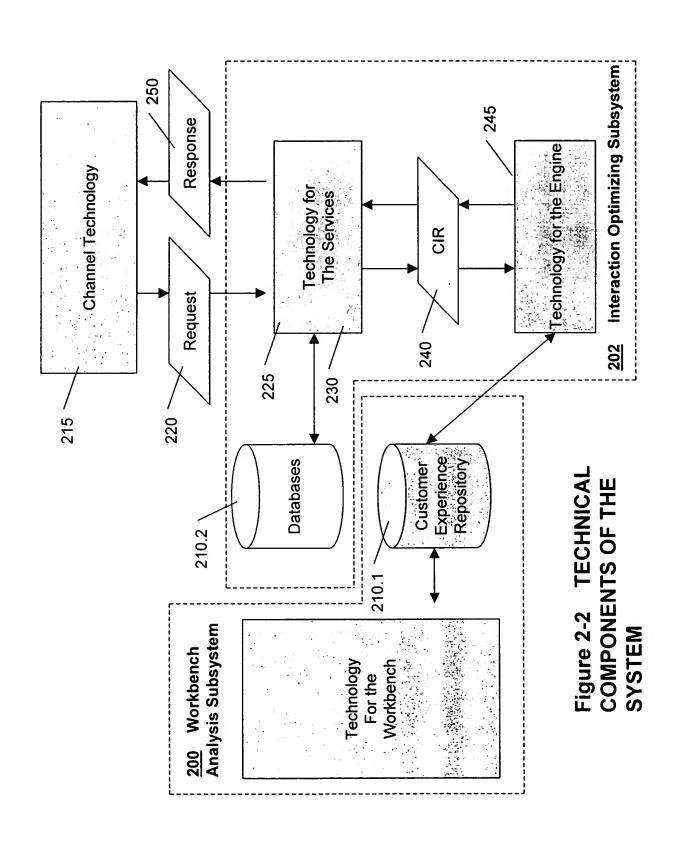


Figure 1 THE METHODOLOGY





| IR")                                   | 9 <u>8</u>  | ne<br>ta       | Event Data      |
|--|-------------|----------------|-----------------|
| 240 Customer Interaction Record ("CIR" | 246<br>Real | Tir<br>Da      | Contact         |
| ord                                    |             |                | Treatment N     |
| <b>3</b> ec                            |             | 244 CEP        |                 |
| Ē                                      |             | 44 (           | Treatment B     |
| ctio                                   |             | 7              | A tnemtsenT     |
| <u> </u>                               |             |                | Other           |
| nte                                    |             |                | Trigger Data    |
| erl                                    |             |                | Overriding Data |
| Ĕ                                      |             |                | Account         |
| ıstc                                   |             | a              | Segment         |
| $\ddot{\mathbf{c}}$                    |             | Dat            | Household       |
| 40                                     |             | 242 Batch Data | Address         |
| (NI                                    |             | g Ba           | Contact         |
|  |             | 24;            | Customer        |
|  |             |                |                 |

Figure 2-3 CIR FORMAT

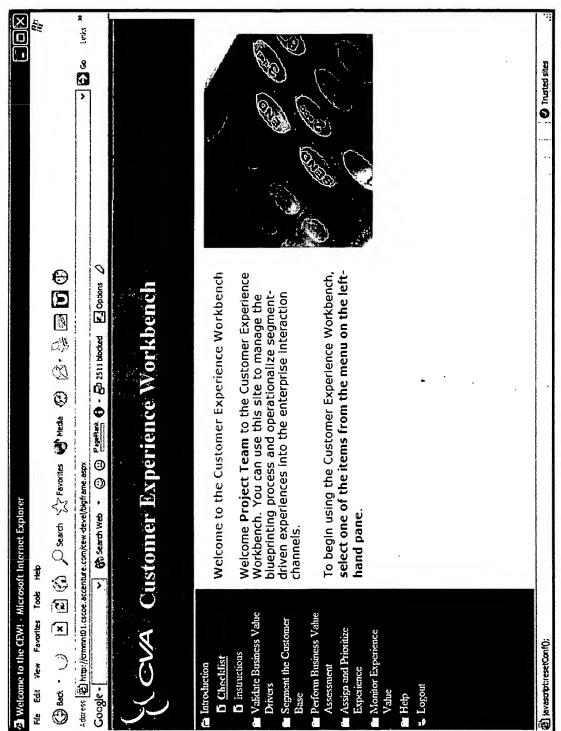


Figure 3-1

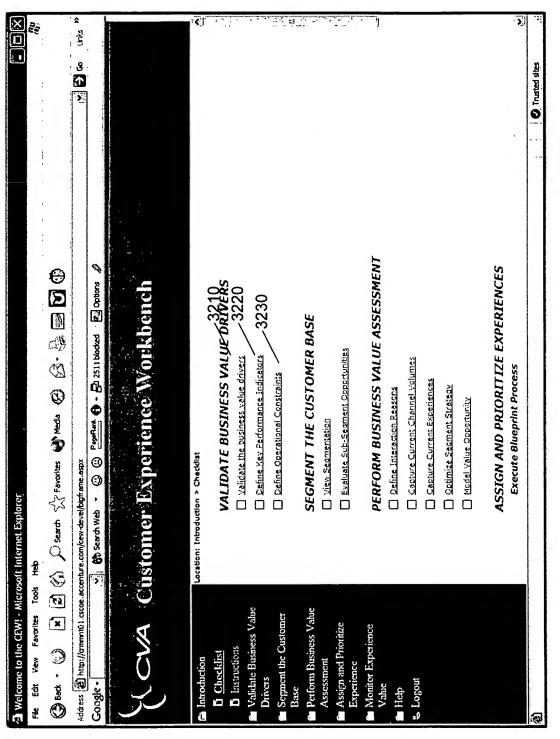


Figure 3-2

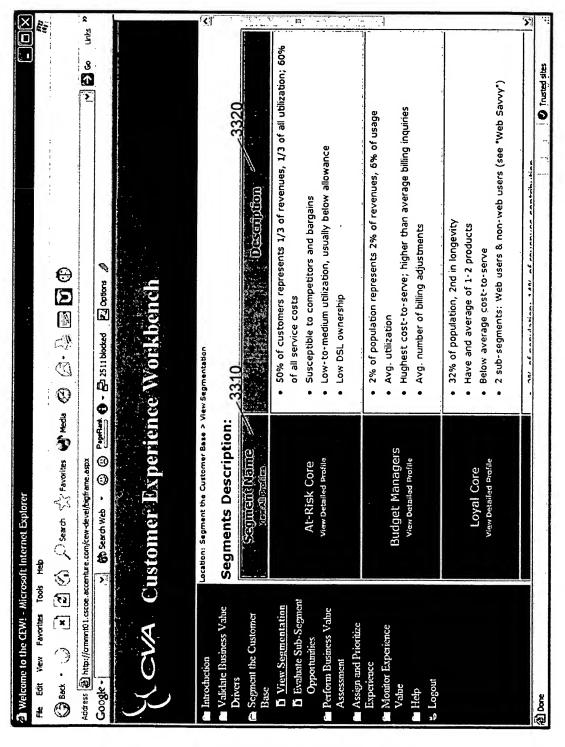


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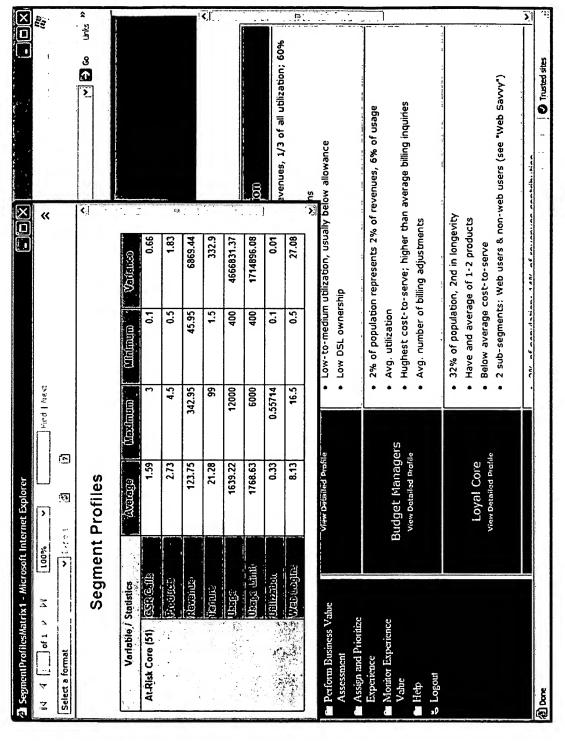


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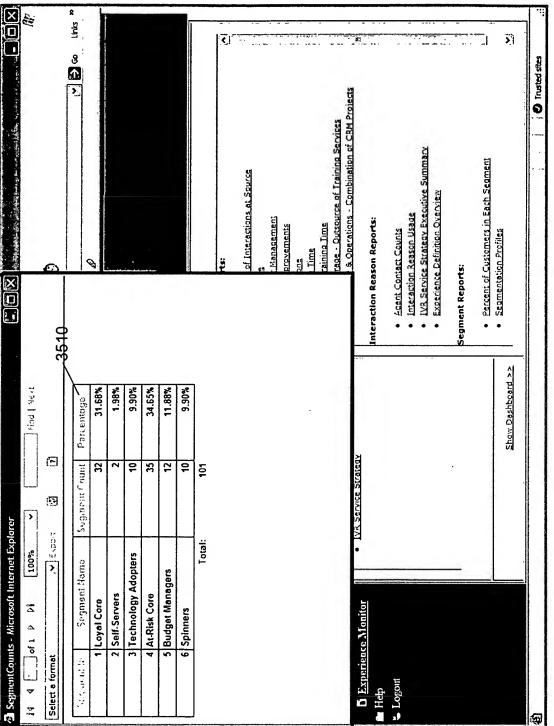


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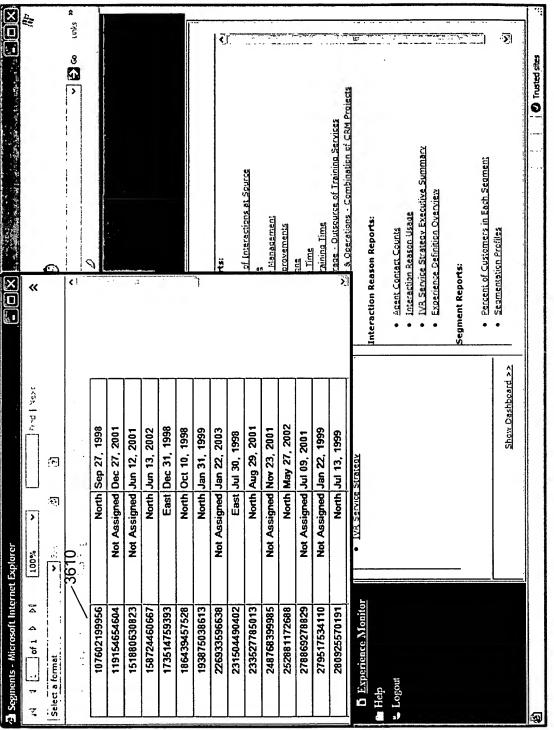


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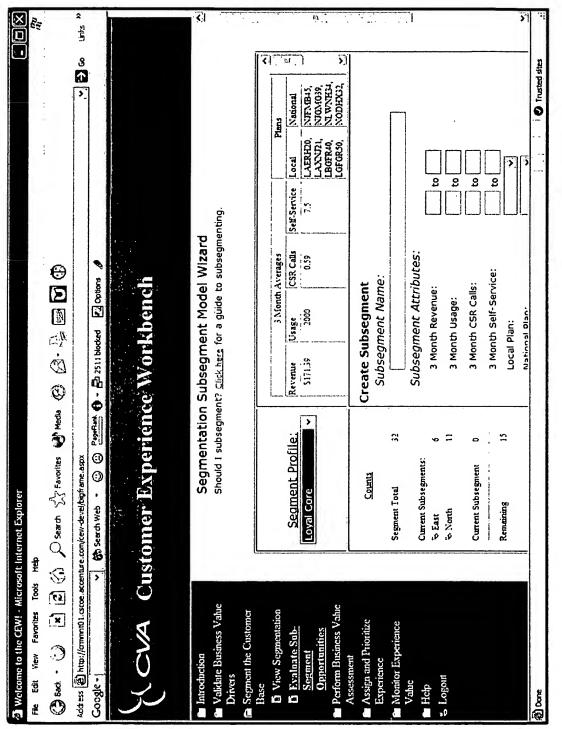


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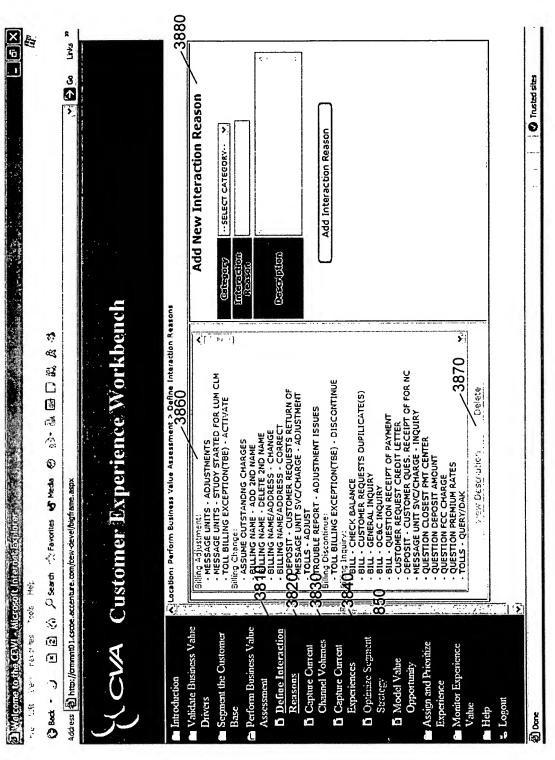


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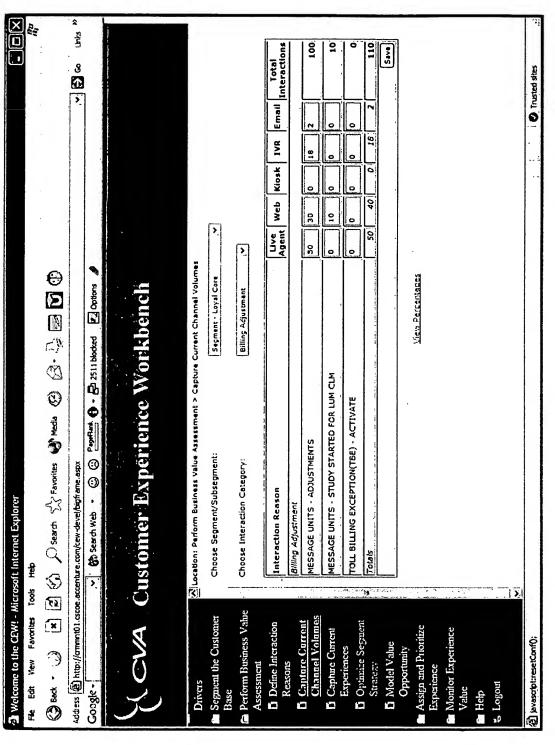


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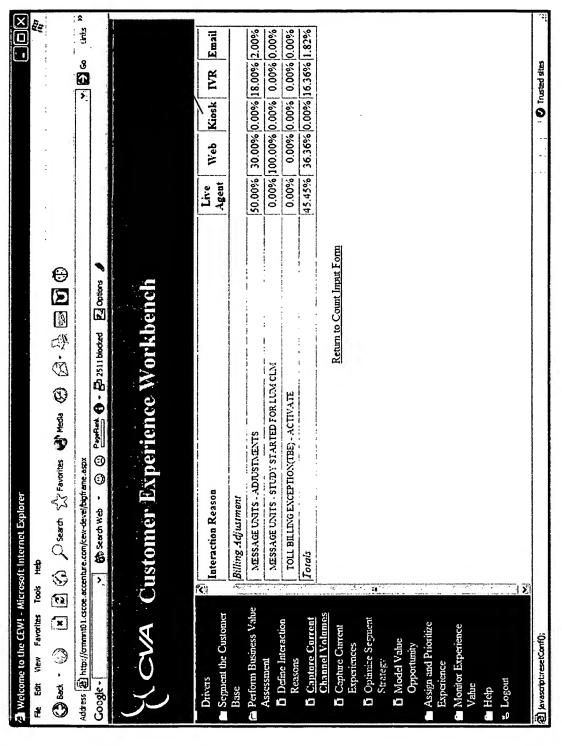


Figure 3-10

Figure 3-11

**Figure 3-12** 

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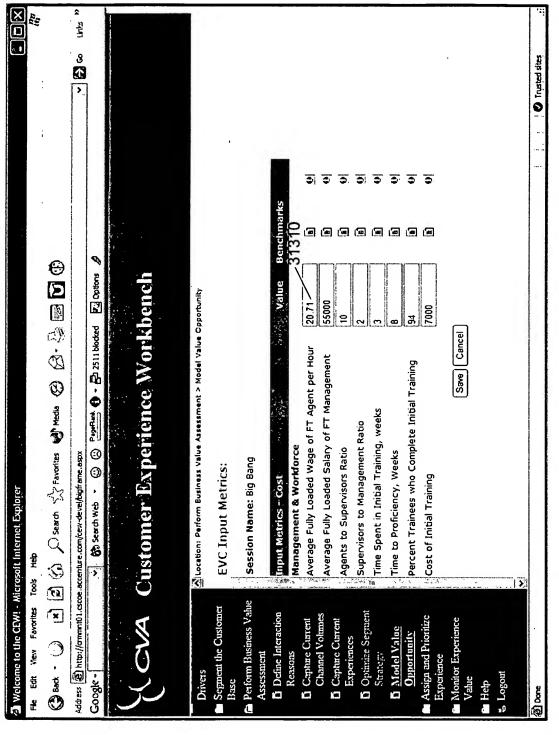


Figure 3-13

| Welcomo to the CEW! - Mic   | rosoft Interniet Explorer          | EVCBenefitsSummary1 - Microsoft Internet Explorer  |                      |
|---|------------------------------------|--|----------------------|
|   | تريماط الايمانية<br>               |  | Find   Next          |
| 2 X 0 . 1948  | 国命 Deard 公Fave                     | Select a format Cale [3]   |                      |
| 4cldress (2) http://ormant01.cscoe.accenture.com/cen-devel/high ame<br>Google • | acenture.com/cex-devel/bigframe    | Summary Total Benefits   | s 31410              |
|   |                                    | Revenue Increase   |                      |
| となり   | Oustomer Riv                       | Customer Retention Increase  | \$254,000,000,000.00 |
|   |                                    | Cross-Sell Increase  | \$25.272,000,000.00  |
|   |                                    | Upsell Increase  | 20.00                |
|   | Ī.                                 | Customer Acquisition Increase  | 20.00                |
|   | Value Levers                       | Marketing ROI Increase   | \$7,620,000,000.00   |
| Base  | ◆ Cost                             | Total Revenue Increase   | \$286,892,000,000.00 |
| Perform Business Value  | ◆ Revenue                          | Total Margin on Reveue Lift  | \$57.378,400,000.00  |
| Assessment  |                                    | Cart Dadirelas   |                      |
| Define Interaction  | EVC Reports                        | Elimination of Contacts at Source Increase   | \$1,022,500,00       |
| Reasons Carrent   | A. Summary Benefits                | Self Senice Increase   | \$13,727,500.00      |
| Channel Volumes   | B. Summary Benefits                | Agent Utilization Increase   | \$8,141,515.00       |
| D Capture Current   | Revenue Increase Su                | Routing Improvements   | \$142,500.00         |
| Experiences   | A. Revenue Increase                | One and Done Increase  | \$270,750.00         |
| D Opinize Segment   | Cost Reduction Summ                | Average Handling Time Reduction  | \$366,897.00         |
| States:   | A. Cost Reduction S                | New Hire Training Time Reduction   | \$95,058.90          |
| Oneortunity   | B. Cost Reduction S                | Outsourcing of Training Department   | \$255,150.10         |
| - Assign and Prioritize   | Cost Reduction Detail              | Consolidate CRM Initiatives  | \$1,561,271.02       |
| Experience  | A. Elmination of Int               | Total Cost Reduction   | \$25,583,141.02      |
| Monitor Experience  | C. Call Center Mana                | Total Cost/Revenue Benefits  | \$286,917,582,373.02 |
| V cauc  | D. Routing Improven                | Total Operating Cash Flow (OCF) Contribution   | \$57,403,981,349.02  |
| distri  | E. One and Done                    |  |                      |
| - Logoui  | F. Call Handle Time                |  | '3                   |
|   | G. New Hire Training Time          | Time   | <b>(</b>             |
| (2) javascript:winopen(http://crmmnt  | 141.cscoe.accenture.com/reportserv | (2) jovascriptuvinopen(http://cmmni41.cscoe.accenture.com/heportserve?/Experience+Hontor+Asset/EVG8enefitsSummaryCharlaSesson! | Trusted sites        |

Figure 3-14

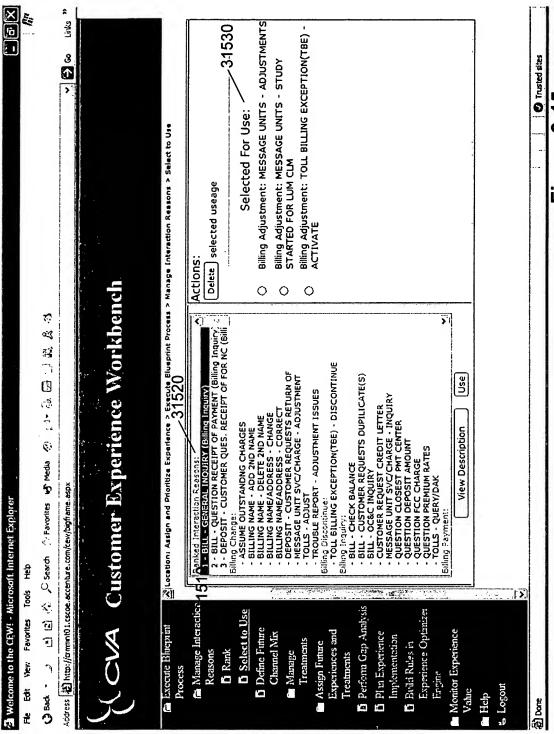


Figure 3-15

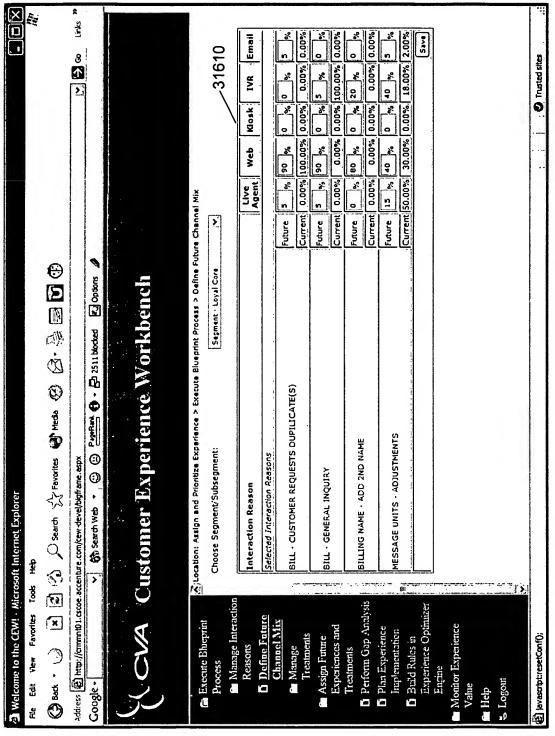


Figure 3-16

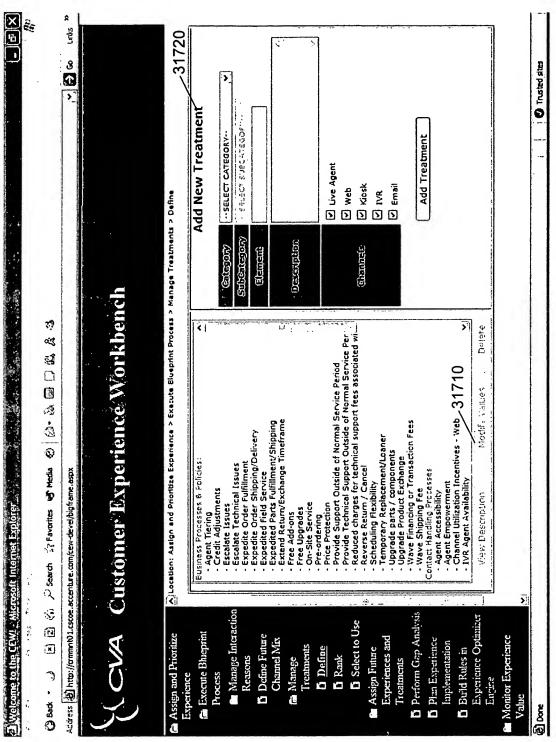


Figure 3-17

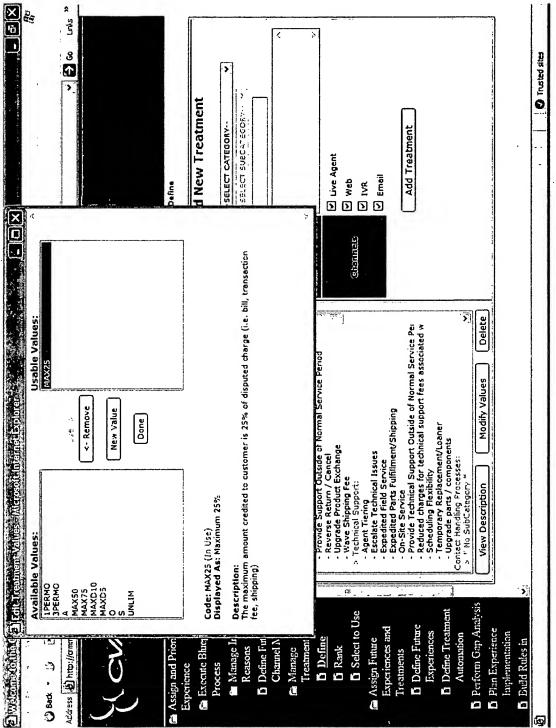


Figure 3-18

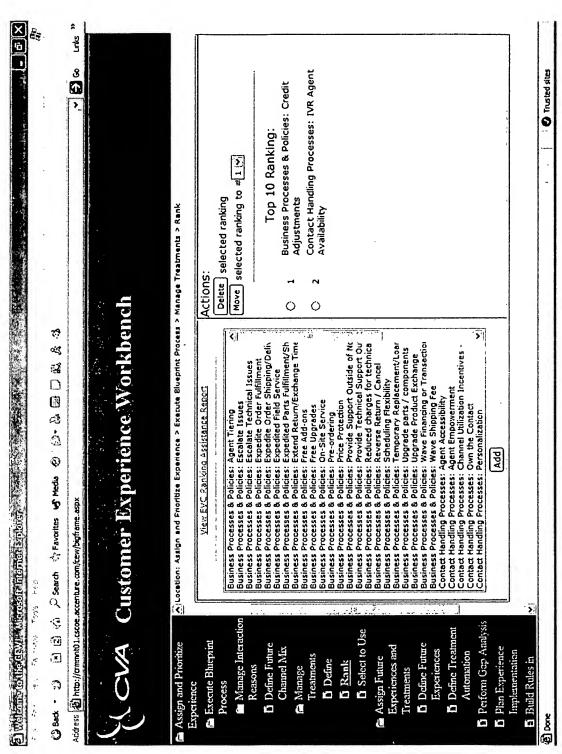


Figure 3-19

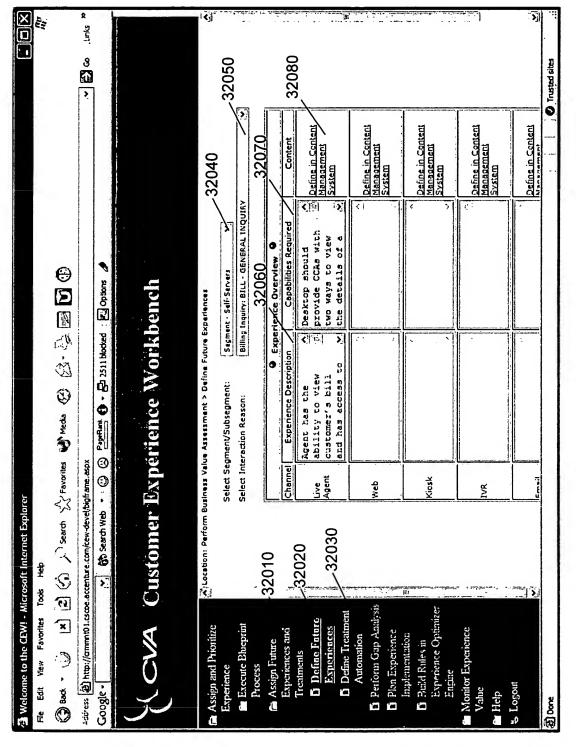
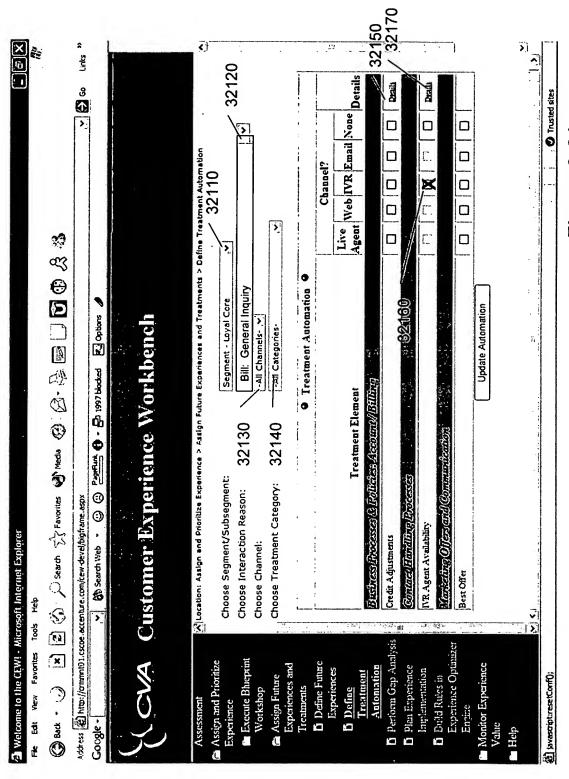


Figure 3-20



**Figure 3-21** 

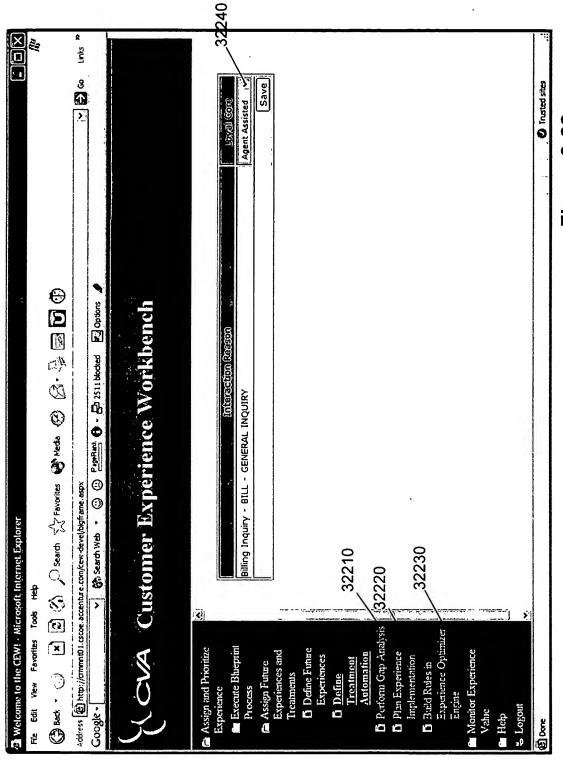


Figure 3-22

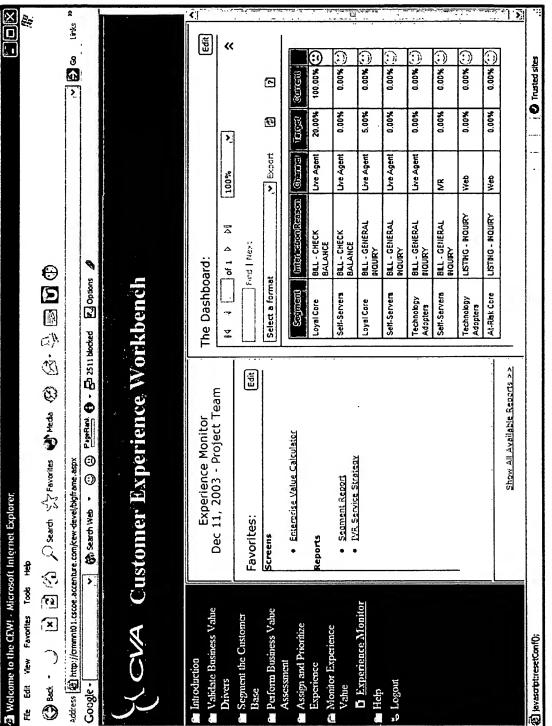


Figure 3-23

### **Treatment** Category

## **Business Processes**

exception or specialized situations based processes and policies that often are These treatments focus on business on customer data

#### Freatment Examples Element

# **Example Treatments Elements**

Optimize Category Assortments Rationalize Space Allocation

Tune Price Ladder

Plan Item Adjacency

.Tailor Ad Vehicle/Messaging

Refine Location Format/Layout Optimize Promotion/Offer

-Expedite Order Shipping/Delivery Expedite Order Fulfillment

Extend Return / Exchange Timeframe

Escalate Issues

Reverse Return / Cancel

Credit Adjustments

Expedited Parts Fulfillment / Shipping

On-Site Service

### Element Value **Treatment** Examples

-Characters: Y (Yes) / N (No) (for example Item inclusion in Assortment)

-Numbers: .10, .20, etc. (for example offer discount) -Descriptors: Max25 (Maximum of 25) (for example - key message elements for

linkage to call agent or store associate

Script Code: Sc124 (for example –

dynamic guidance on Segment Driven

Strategy)

marketing programs)

## Contact Handling

These treatments focus on agent, channel and routing decisions that may differ depending upon the customer data 

Marketing & Communications
These irealments focus on types of offers
or messages that should be delivered
based on customer data

# **Example Treatment Elements**

Channel Availability

Agent Accessibility

Segment Recognition Programs

**Best Offer** 

Product Configurations

Product Bundling Cross-Sell Offers **Cross-Sell Messaging** 

**Up-Sell Messaging** 

**.Up-Sell Offers** 

**Example Treatment Elements** 

Priority Queuing and in-Store Service

Voicemail Follow-up Own the Contact

Route to Same Agent

Segment Recognition

Personalization

Warm Transfers

Surprise and Delights

Proactive Follow-ups and Notifications

Tailored Communication Styles

-Agent Empowerment

Channel Utilization Incentives

Self-Service Promotional Messages

-Channel: W,S,C: (for example-

consumer channel preference

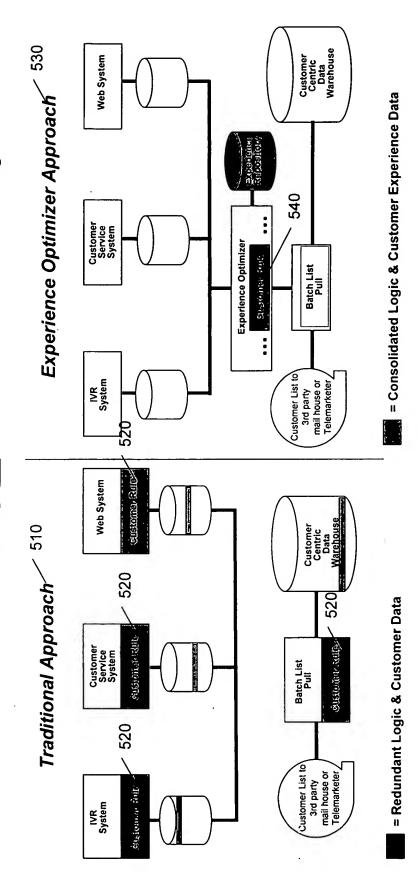
identification)

Content Management Identifier Campaign Identifier

### Special Financing Offers Rebates and Incentives Promotion Messaging -Offer Code

# Example Treatment Taxonomy Figure 4

Example Treatment Rule: "If a customer in the Loyal Core segment has an attrition score higher than 90, then deliver Gratitude Message <u>and</u> offer Platinum Service Plan at no charge



**EO Consolidated Architecture Approach** Figure 5

### 610 1. Overriding Rules

Rules governed by various federal laws, company policies global in nature. Each customer has to conform to these rules before other rules kicked off and processing starts. or by credit risk related attributes of customers. These rules are basically applied to the whole population and

### Examples

- communication from company etc. internal or external) All pander files (Do not call, No telemarketing, No
  - Credit Rating (bad credit history)
- Bankruptcy (customer has filed for bankruptcy cover)
  - Fraud/ Delinquent Customers

### 630 3. Event Based Rules

Rules kicked off after a service provider related event take place. These events are behavioral events and generally occur periodically during the relationship between a customer and an organization.

### Examples:

- Customer is looking for some additional products
  - Customer looks for add-on components with the existing services/ product he is enjoying
- Customer just purchased a new service/product
- Customer shows some kind of unhappiness with the current product/ service

### 620 2. Trigger Rules

Rules triggered based on a change/ event in lifecycle of the generally occur over a period of time. These events provide a good opportunities to convert into a product and service customer. These events are not behavioral events and

### Examples 1. Chang

- Change in address
  - Marriage
- Customer Opening his/ her own business
  - Home Loan Q 6 4

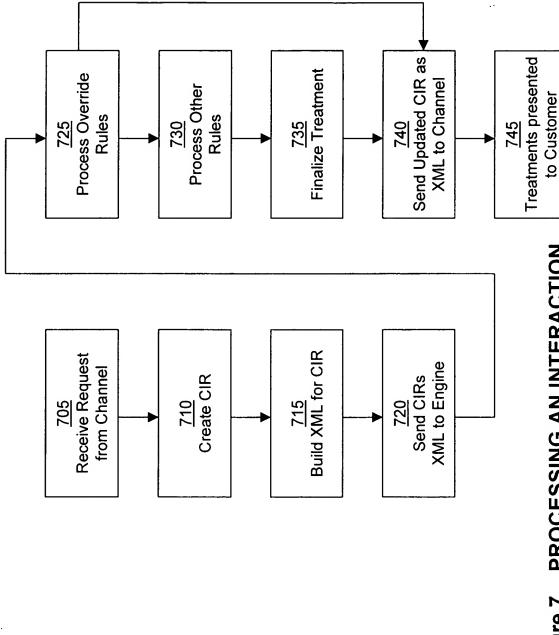
## 640 4. Interaction Rules (CEW Rules)

processing categories. These may be behavioral cues and the organization. These cues are usually mature in nature and can be determined through analytics, intelligence, or can be observed during the customer's relationship with Rules executed through the absence of previous predetermined company rules

### Examples:

- Behavioral change in usage pattern
- Natural upward product/ service migration
- People of same profile migrating to new or add-on
  - CEW stated treatment data

# Rules Processing and Categorization Figure 6



PROCESSING AN INTERACTION Figure 7

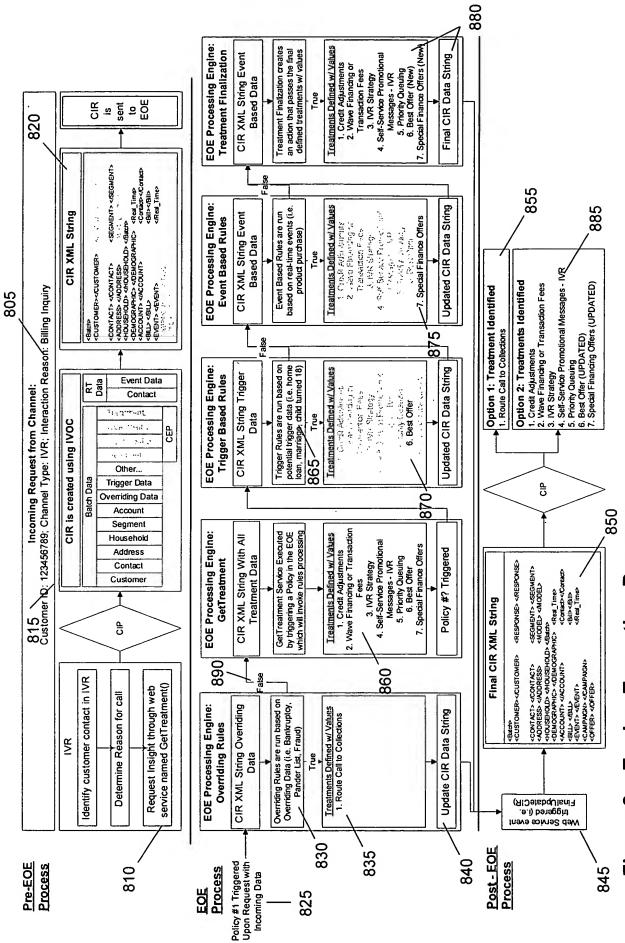
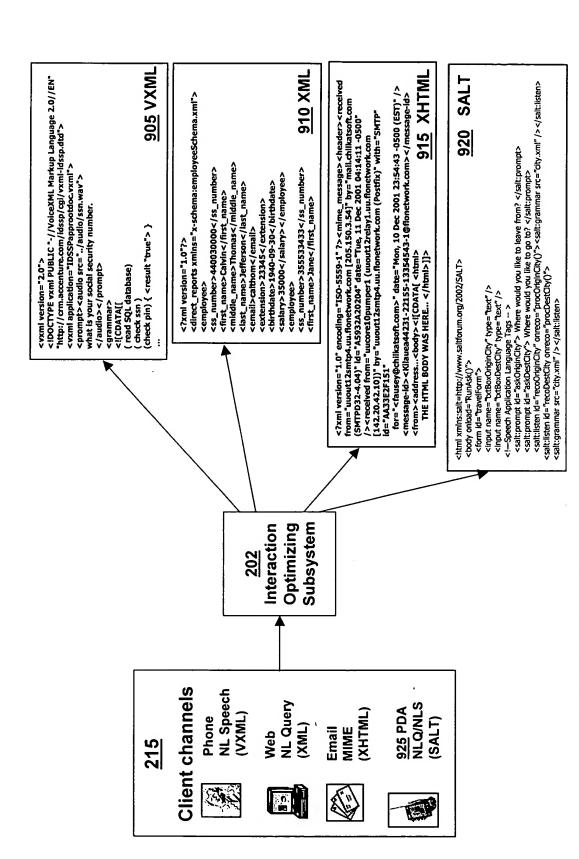


Figure 8 Engine Execution Process



**Example Channel-Specific Code Generation** Figure 9

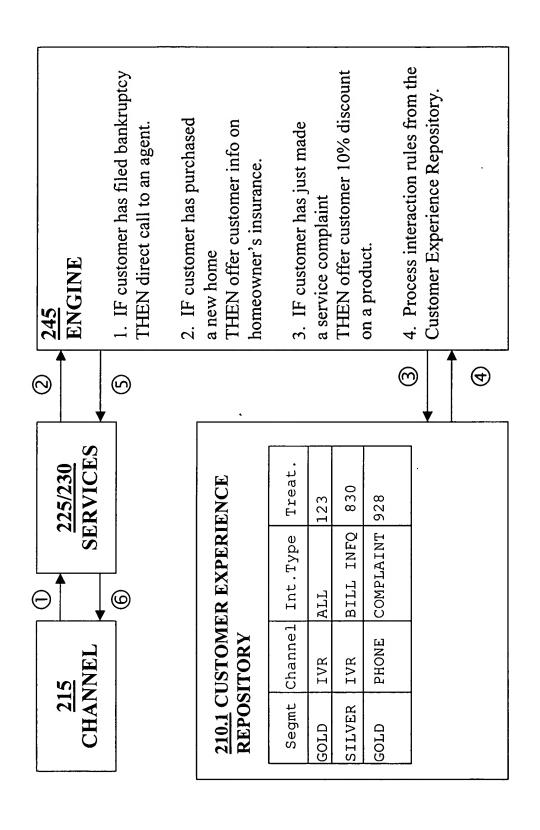


Figure 10